



WSOC-TV

WSOC-TV
P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser POL/R PITTINGER/R/CON/NC (16652)
Agency Innovative Advertising (2144)
Buyer GUERRA, HEIDI
Salesperson Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Product Political (1065)
Brand 986 CONGRESS (138157)
Acct Types National/Political
Est/Headline 986/06344257

Demo
Revision
Comments PITTINGER FOR CONG
***** THIS IS A CASH IN ADVANCE

Invoice 645598
Inv Date 10/28/2012
Terms Net 30
Contract 333596
Bill Type Standard
Period 10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/31/2012 11:32:50AM

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 5:29AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTINGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 5:24AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTINGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 5:08AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTINGER	\$425.00	
1.0	Spot	5:00:00AM- 6:00:00AM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 5:13AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	HD09PITTINGER	\$425.00	
4.1	Spot			10/22/12			4 preempts @ \$725.00	\$0.00	Advertiser Instructions
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 12:24PM (Tu)	00:30	EYEWITNESS NEWS 12P	HD09PITTINGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 12:58PM (We)	00:30	EYEWITNESS NEWS 12P	HD09PITTINGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 12:38PM (Th)	00:30	EYEWITNESS NEWS 12P	HD09PITTINGER	\$375.00	
7.0	Spot	12:00:00PM- 1:00:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 12:43PM (Fr)	00:30	EYEWITNESS NEWS 12P	HD09PITTINGER	\$375.00	
10.1	Spot			10/22/12			4 preempts @ \$900.00	\$0.00	Advertiser Instructions
13.1	Spot			10/22/12			4 preempts @ \$850.00	\$0.00	Advertiser Instructions
19.0	Spot	10:00:00PM-11:00:00PM	Day, W-1	10/24/12 10:44PM (We)	00:30	NASHVILLE	HD09PITTINGER	\$4300.00	
20.0	Spot	8:00:00PM-11:30:00PM	Day, Sa-1	10/27/12 10:29PM (Sa)	00:30	Saturday Night Football	HD09PITTINGER	\$2500.00	
21.1	Spot			10/22/12			4 preempts @ \$1000.00	\$0.00	Advertiser Instructions
23.1	Spot	6:00:00AM- 7:00:00AM	Day, Su-1	10/28/12 6:39AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTINGER	\$275.00	
24.1	Spot	7:00:00AM- 8:00:00AM	Day, Su-1	10/28/12 7:38AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	HD09PITTINGER	\$300.00	
25.1	Spot	8:00:00AM- 9:00:00AM	Day, Su-1	10/28/12 8:55AM (Su)	00:30	GOOD MORNING AMERICA SUNDAY	HD09PITTINGER	\$800.00	
26.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	10/28/12 5:59PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	HD09PITTINGER	\$700.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/23/12 8:49AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTINGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/24/12 8:49AM (We)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTINGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/25/12 8:54AM (Th)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTINGER	\$1075.00	
27.0	Spot	7:00:00AM- 9:00:00AM	Per week (4), Tu, We, Th, Fr	10/26/12 8:55AM (Fr)	00:30	GOOD MORNING AMERICA M-F 8A-9A	HD09PITTINGER	\$1075.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/23/12 5:23PM (Tu)	00:30	EYEWITNESS NEWS 5P	HD09PITTINGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/24/12 5:28PM (We)	00:30	EYEWITNESS NEWS 5P	HD09PITTINGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/25/12 5:24PM (Th)	00:30	EYEWITNESS NEWS 5P	HD09PITTINGER	\$1200.00	
28.0	Spot	5:00:00PM- 5:30:00PM	Per week (4), Tu, We, Th, Fr	10/26/12 5:23PM (Fr)	00:30	EYEWITNESS NEWS 5P	HD09PITTINGER	\$1200.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/23/12 7:41PM (Tu)	00:30	ENTERTAINMENT TONIGHT	HD09PITTINGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/24/12 7:49PM (We)	00:30	ENTERTAINMENT TONIGHT	HD09PITTINGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/25/12 7:58PM (Th)	00:30	LAST RESORT	HD09PITTINGER	\$1600.00	
29.0	Spot	7:30:00PM- 7:56:00PM	Day, Tu-1, W-1, Th-1, F-1	10/26/12 7:41PM (Fr)	00:30	ENTERTAINMENT TONIGHT	HD09PITTINGER	\$1600.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/23/12 11:23PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTINGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/24/12 11:23PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTINGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/25/12 11:32PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTINGER	\$925.00	
30.0	Spot	11:00:00PM-11:35:00PM	Per week (4), Mo, Tu, We, Th, Fr	10/26/12 11:26PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	HD09PITTINGER	\$925.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$31,275.00	Total Spots	30
Commission	(\$4,691.25)		
Net Total	\$26,583.75		